

Public Communication Specialist

DESCRIPTION OF WORK: Positions in this banded class perform a range of a public communications and/or marketing related work in an agency or public university setting. This work involves both internal and external communication efforts including market, material and project research; planning, developing and managing special events and fundraisers; and planning, designing and managing programs and projects. Work includes developing and delivering promotional and informational materials through a variety of communication media. Positions are responsible for the interpretation and dissemination of technical or program specific information through a variety of communications mediums in order to stimulate interest in programs, events and activities in an agency or public university. This work may include: writing and editing news and informational materials as well as graphic design and production of materials; preparing and disseminating news releases and feature stories through various media outlets; public relations activities that involve directing a broad communications program; developing and managing print, electronic, broadcast, and/or Web-based content; and leading/directing staff. Work may include developing and recommending communication strategies. Work involves initiating, developing, and maintaining working relationships with key internal and external individuals and organizations.

EXAMPLES OF COMPETENCIES: **CONTRIBUTING:**

Communication – Oral: Understands and communicates basic program information and routine, non-complex ideas; ability to convey information effectively to a targeted audience. Ability to learn the communications environment and establishes working relationships with colleagues and clients. Ability to assimilate and compose routine and non-complex materials and communications under supervision and following specific instructions. Ability to research and draft content. Ability to write according to correct English usage and appropriate style guide.

Consulting/Advising: Ability to assist with communications in needs and issues in routine and non-complex situations.

Project Management: Ability to understand customer needs and works in conjunction with higher-level specialists on delivery of communications. Ability to draft communications as they relate to a specific area or module. Ability to contribute ideas, recommendations and solutions to reach project goals.

Knowledge – Technical: Understands standard and routine communication, design and visual arts principles and concepts. Understands and applies a variety of standardized and commonly accepted design procedures and techniques. Understands and applies communication software programs as well as use of other applicable technology and equipment. Ability to keep current with technical developments and trends as they relate to the field of communications, public relations, publishing, marketing and Web-based communications.

Knowledge- Professional: Basic knowledge of the methods and techniques of planning, writing and editing and producing content. Basic knowledge of editing requirements, standards and formats as set by the department. Basic knowledge of how to disseminate information effectively within the organization, department or program.

Organizational Sensitivity: Ability to understand the mission, objectives and goals of a program/unit. Ability to understand the internal workings of the program/unit and its place in the organization.

JOURNEY

Communication – Oral: Ability to independently communicate program information of moderate complexity and impact to targeted audiences; ability to assimilate and communicate information that requires greater understanding and has greater impact on the organization. Ability to establish and maintain a variety of working relationships. Ability to independently assimilate and compose written materials to use in a variety of communication outlets; ability to edit documents to ensure accuracy in content and form; ability to draft communications for final release.

Ability to write according to correct English usage and appropriate style guide or accepted industry standards.

Consulting/Advising: Ability to identify, advise and collaborate with clients regarding communication needs and issues; ability to provide options on the type of strategy to use with communication plans and gauges their potential effectiveness.

Project Management: Ability to consult with and determine client/customer needs and project

Knowledge- Professional: Thorough knowledge of the methods and techniques of planning, writing and editing and producing content. Ability to edit and analyze informational material or content prepared by others. Thorough knowledge of the techniques for disseminating information to the public and target groups.

Organizational Sensitivity: Ability to understand the mission, objectives and goals of a department with multiple service delivery functions. Ability to understand internal workings of the department in relation to the external expectations of the clients and stakeholders. Ability to assess the potential impact of internal/external communications efforts and make necessary adjustments.

parameters. Ability to plan and manage multi-faceted and specialized projects. Ability to conceptualize and create communications as they relate to the area of responsibility from creation through delivery.

Knowledge – Technical: Understands and uses communication, design and visual art concepts and practices pertinent to the area of responsibility. Ability to determine, utilize, and apply standard and specialized techniques and technology appropriately. Ability to use a variety of moderately complex processes, procedures and techniques. Ability to use and incorporate various hardware and software packages, as well as traditional design methods. Ability to research and identify new technology and make recommendations for use and purchase. Ability to apply knowledge of organizational principles of design elements. Ability to promote subject matter in a wide variety of media. Ability to train others in use of new methods and technical tools.

ADVANCED

Communication – Oral: Ability to communicate complex program information with substantial impact to targeted audiences; ability to plan and convey messages that enhance and promote the mission and objectives of the organization. May require ability to serve as the official spokesperson and/or work with spokesperson to develop and deliver content. Ability to train and mentor others on the proper techniques for disseminating information. Ability to establish and maintain working relationships with internal and external clients; ability to provide complex and strategic information and advice to clients; ability to interact with key people at all levels of the organization. Ability to develop and implement communication strategies. Ability to set communications standards and protocols. Ability to serve as the internal media relations expert and sounding board for the department or organization.

Consulting/Advising: Ability to craft effective communications; ability to convey desired communication with sensitivity and urgency; ability to coach senior administrators or leaders in key departments in techniques to effectively deliver messages.

Project Management: Ability to independently manage project timelines, resources, staff and leads implementation efforts in all communications areas. Ability to use a strategic approach to manage complex projects. Ability to apply a thorough knowledge of a wide variety of complex and non-standard processes and design techniques. Ability to plan, coordinate, direct and supervise the work of others.

Knowledge – Technical: Ability to serve as a key resource to others on a wide variety of communication, design and visual art elements. Ability to establish standards for communication and develops/determines non-routine techniques/methods to accomplish objectives. Ability to apply thorough knowledge of standardized and non-standardized methods and concepts for design and delivery of product. Ability to employ creative and innovative use of equipment, techniques, and communication methods. Apply in-depth knowledge and applicability of technology/software or directs others in the selection and application of a variety of features in software programs. Ability to develop short- and long-range design strategies intended to reach a wide audience. Ability to apply highly skilled and considerable technical knowledge of overall design concepts.

Knowledge- Professional: Extensive knowledge of the methods and techniques of planning, writing and editing and producing content. Ability to train and mentor others in the techniques for preparing and disseminating information ability to instruct others in the techniques for disseminating information to the public and target groups.

Organizational Sensitivity: Ability to review and edit the mission, objectives and goals for communication within an organization with multiple service delivery functions. Ability to understand internal workings of the organization in relation to the external global expectations of policy makers and the legislature. Ability to direct, develop and implement communications strategies to obtain desired objectives; ability to intervene and re-direct communication efforts that are ineffective.

MINIMUM TRAINING AND EXPERIENCE: Bachelor's degree in a discipline related to the area of assignment; or equivalent combination of training and experience. All degrees must be received from appropriately accredited institutions.

Special Note: This is a generalized representation of positions in this class and is not intended to reflect essential functions per ADA. Examples of competencies are typical of the majority of positions, but may not be applicable to all positions.